

INDEPENDENT VOTERS AND DONORS

| | | | |
|-----------|-------------------------|------------|---------------|
| 3,865,049 | INDEPENDENT VOTERS | \$75.00/M | UNIT OF SALE: |
| 1,470,122 | 12 MONTH DONORS | +\$6.00/M | |
| | 6 MONTH DONORS | +\$10.00/M | |
| | 3 MONTH DONORS | +\$15.00/M | |
| | 1 MONTH DONORS | +\$20.00/M | |
| 719,147 | DNC SCRUBBED TELEPHONES | +\$20.00/M | N/A AVERAGE |
| | EMAIL ADDRESSES INQUIRE | | |

THESE INDEPENDENTS DONATE TO AND VOTE FOR THE CANDIDATES AND ISSUES THAT THEY BELIEVE IN. THEY ARE ACTIVE IN THEIR COMMUNITIES AND MANY HAVE CIVIC TIES. THEY HAVE STRONG FAMILY AND SOCIAL MORALS AND VALUES. WITH THE AMERICAN WAY IN MIND, THESE REGISTERED VOTERS ARE ALWAYS LOOKING FOR THE CANDIDATE THAT SUPPORTS THEIR BELIEFS AND HIGH STANDARDS.

GENDER: 50/50
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

THESE INDEPENDENTS ARE PRIME TARGETS FOR ANY ELECTION CAMPAIGN. THEY WILL SUPPORT AND DONATE TO CAMPAIGNS AND CAUSES BASED ON THEIR DEEPLY INGRAINED BELIEFS, ATTITUDES AND LOYALTIES.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: VOTER REGISTRATION AND NCDB DEMOGRAPHICS

| | | |
|-------------|-----------------------|-----------|
| SELECTIONS: | STATE, SCF, ZIP | \$6.00/M |
| | GENDER | \$6.00/M |
| | DONOR/CONTRIBUTOR | \$6.00/M |
| | TELEPHONES | \$20.00/M |
| | AGE/INCOME | \$10.00/M |
| | ETHNICITY | \$10.00/M |
| | RELIGIOUS AFFILIATION | \$10.00/M |
| | HOME VALUE | \$10.00/M |
| | LENGTH OF RESIDENCE | \$10.00/M |
| | CREDIT CARD TYPE | \$10.00/M |
| | ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com